



## ENERGY STAR Award for Sustained Excellence— Energy Management

### **3M**

*St. Paul, Minnesota*



3M, a global diversified technology company with leading positions in numerous markets, is being recognized for its continued ability to find new ways to deliver energy savings and help protect the environment. In 2004, 3M further improved upon its strategic energy management program by systematically identifying the actions necessary to close gaps between goals and current performance. The effort paid off with a savings of \$9.2 million in 2004 alone. In addition, 3M broadcasts the value of energy efficiency throughout the company and shares its successful approaches with external parties.

### **Eastman Kodak Company**

*Rochester, New York*



Eastman Kodak Company, a leader in photographic, health, and commercial imaging, is being recognized for its sustained excellence in managing energy for the benefit of all its shareholders and the environment. Having been named an ENERGY STAR Partner of the Year for its accomplishments in each of the last 2 years, Kodak's energy management approach continues to deliver sizable energy savings, totaling \$2 million in 2004. Also in 2004, Kodak achieved a set of 5-year environmental goals and announced new goals of reducing energy use and greenhouse gas emissions by 10 percent by 2009. Kodak further distinguishes itself as a leader by offering assistance to other industrial companies, coaching energy managers and sharing energy management practices with them. The environment is benefiting from Kodak's sustained commitment to superior energy management.

### **Food Lion, LLC**

*Salisbury, North Carolina*



Food Lion, LLC, one of the largest supermarket chains in the United States, operating more than 1,200 stores in 11 states, continues to produce exceptional results for itself and the environment through its energy management approach. Food Lion joined ENERGY STAR in 1998, and over the past 4 years, with the full support of upper management, has reduced its energy usage by more than 25 percent or 1.6 trillion BTUs, exceeding even its most optimistic energy management goals. During the last 3 years alone, the company has reduced carbon dioxide emissions by more than 940 million pounds and saved enough energy to power 285 stores. During 2004, Food Lion brought the number of stores earning the ENERGY STAR label to 200 and was recognized as an ENERGY STAR Leader for achieving a portfolio-wide rating greater than 75. Because of its impressive results, Food Lion is being recognized for the fourth straight year.



## **USAA Real Estate Company**

*San Antonio, Texas*

USAA Real Estate Company, a wholly owned subsidiary of United Services Automobile Association (USAA), is being recognized for tremendous improvements in the efficiency of its 22 million square feet of building space over the last 4 years. Since launching its ENERGY STAR initiative in 2000, USAA has improved the performance rating across its building portfolio by 62 percent, from 48 in 2000 to 78 in 2004. USAA's recent efforts have focused on year-to-year improvements across its properties, environmental benefits, and communication with customers and the real estate industry as a whole about the value of efficient buildings. USAA can hold itself up as a leading example: saving \$2.6 million in energy costs in 2004, USAA calculates that the asset value of its building portfolio has increased by \$37 million due to efficiency improvements.



**USAA Real Estate Company**  
*Investor · Developer · Manager*

## **Servidyne Systems, LLC**

*Atlanta, Georgia*

Servidyne Systems, LLC continues to be a nationwide leader in delivering energy and cost savings to its clients. A subsidiary of Abrams Industries, Inc., an Atlanta-based engineering services and software company, Servidyne has assisted numerous clients in rating their building energy performance, earning the ENERGY STAR label for efficient buildings, and significantly improving the energy performance of building portfolios. In 2004, Servidyne assisted clients in achieving recognition as ENERGY STAR Leaders, after having reduced the energy use across entire building portfolios by 10 percent or more. Servidyne's sustained efforts are helping move the market to a more standardized and results-oriented approach to energy management for buildings.

**SERVIDYNE**  
An Abrams Company



## ENERGY STAR Award for Sustained Excellence— Efficient Homes

### Ence Homes

*St. George, Utah*



Ence Homes is being recognized for its continued and outstanding commitment to deliver energy-efficient homes in the Utah market. Since beginning its partnership with ENERGY STAR in 1998, Ence has enthusiastically embraced ENERGY STAR, building 100 percent of its homes ENERGY STAR compliant and actively promoting ENERGY STAR in its market. In 2004, 322 Ence homes earned the ENERGY STAR label, bringing its total to almost 1,500. The company actively promotes the value of an ENERGY STAR home in all of its marketing materials—including newspaper, magazine, and phone book ads, handouts used in model homes, banners, signs, the Ence Home Map, billboards, a CD-ROM given to prospective homebuyers, and a looping DVD played in all model homes. Ence requires its salespeople and employees to watch Ence Homes' Training DVDs and pass a test. The builder actively reaches out to realtors through weekly meetings, breakfast tours, and sales training. Ence Homes also works with vendors offering ENERGY STAR qualified products such as lighting, heating and air conditioning systems, appliances, programmable thermostats, and windows. Some products are offered as standard features, while others are upgrades. Ence Homes continues to be a true leader in building efficient new homes.

### Nevada ENERGY STAR Partners

*Las Vegas, Nevada*



The Nevada ENERGY STAR Partners—a unique collaboration of homebuilders, home energy raters, utilities, and other organizations—are being recognized for their continued and outstanding commitment to providing affordable, comfortable, ENERGY STAR quality new homes in the Las Vegas market. For the fourth consecutive year, the group joined forces to create a 3-month promotional campaign that succeeded in increasing consumer awareness of ENERGY STAR by more than 12 percent and sales of ENERGY STAR qualified homes by more than 13 percent. Consumer awareness of ENERGY STAR qualified homes reached 87 percent, and the number of ENERGY STAR qualified homes reached 58 percent of an estimated 28,000 new homes built in the Las Vegas Valley. The marketing campaign featured newspaper and magazine advertising, a multitude of feature stories, TV and radio spots, billboards and other signage, direct mail, sales training, an art contest in public elementary schools, a Web site, and a declaration of July 2004 as ENERGY STAR month by every governmental agency in the Las Vegas Valley. The 2004 campaign also included an innovative retail coupon book. Working with two of the area's largest local retailers, the group distributed more than 150,000 coupon books, and participating retailers reported an increase of 18 percent in sales of ENERGY STAR products. Nevada ENERGY STAR Partners provide another big win for the environment.



## Pardee Homes

*Los Angeles, California*

Pardee Homes began its solid commitment to building 100 percent of its homes ENERGY STAR compliant in January 2002, firmly establishing energy efficiency as a core value of the company. First test marketed in 1998, Pardee's ENERGY STAR marketing commitment will account for nearly 7,000 qualified homes built during 2004 in the California and Nevada regional markets. Pardee broadcasts ENERGY STAR messages via billboards, ad campaigns, brochures, point-of-sale displays, and Web sites, and the company continues to identify innovative opportunities for expanding the reach of the ENERGY STAR message. The most recent example is Pardee's role as the first builder to showcase ENERGY STAR qualified products, systems, and programs as a key design focus in the television series "Extreme Makeover Home Edition." The show reaches an estimated 23 million viewers each week and is a great platform for demonstrating the benefits of energy efficiency that an ENERGY STAR qualified home offers. In addition, Pardee showcases standard and optional ENERGY STAR qualified products, such as appliances, HVAC equipment, and lighting, offered in its new home model centers. Pardee is a founding member of the Nevada ENERGY STAR Partners, which has been instrumental in transforming the Las Vegas market to ENERGY STAR. Further, its corporate headquarters reside in an ENERGY STAR qualified building in downtown Los Angeles. Pardee demonstrates that efficiency is good business across the board.





## ENERGY STAR Award for Corporate Commitment

### **New York State Energy Research and Development Authority**

*Albany, New York*



The New York State Energy Research and Development Authority (NYSERDA) has achieved tremendous success leveraging the ENERGY STAR platform across many program areas, demonstrating an organization-wide commitment. As a result, EPA recognizes NYSERDA as the winner of the Corporate Commitment award, making it only the fourth organization and the first public entity to earn the award. NYSERDA has a longstanding tradition of excellence in its residential energy-efficiency programs. Since the program's inception in 1999, the market share of ENERGY STAR qualifying appliances, room air conditioners, and lighting fixtures has risen by more than 100 percent, with ENERGY STAR products currently accounting for sales of 43 percent of appliances, 76 percent of room air conditioners, and 18 percent of lighting fixtures in participating stores in New York State. NYSERDA also leads the nation in the market for home improvement through an innovative program called Home Performance with ENERGY STAR, which encourages homeowners and contractors to identify and implement a complete set of cost-effective improvements when retrofitting homes. The program has catalyzed more than 6,400 jobs and saved homeowners \$3.5 million in 2004. In the market for new home construction, NYSERDA's ENERGY STAR labeled homes program, launched in 2001, helped promote the construction of 2,500 ENERGY STAR labeled homes statewide in 2004, more than doubling the program total in 1 year alone. Most recently, NYSERDA expanded its leadership by demonstrating that ENERGY STAR can bring additional value to its robust commercial and institutional energy programs. Acting on an executive order from the governor requiring statewide energy reductions, NYSERDA is helping state agencies use EPA's energy performance rating to identify good candidates for building improvements. Already, more than 25 percent of state buildings are tapping into ENERGY STAR. Across New York, NYSERDA is assisting public school districts by using ENERGY STAR to elevate energy priorities, develop effective school improvement plans, and attain ENERGY STAR Leader designations based on their savings. NYSERDA also is piloting new opportunities to link ENERGY STAR with the energy campaigns of national business associations by highlighting the local energy solutions of their New York-based chapters.